

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



Part 3 Analysis & Recommendations

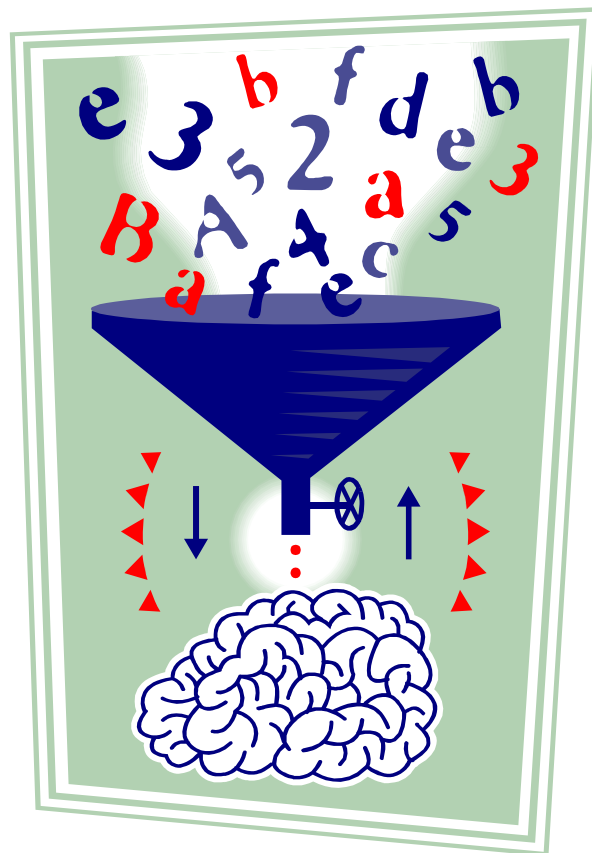
DII Garfield County

Version 1
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TABLE OF CONTENTS – Part 3

PROBLEMS	3
A. Consequences	4
B. Consumption.....	7
C. Risk Factors	9
 CAUSAL AREAS	 12
A. Retail Availability	13
B. Criminal Justice	16
C. Social Availability	19
D. Promotion.....	21
E. School Policies.....	23
F. Medical Field Information	24
 PRIORITIZATION	 25
 FINAL QUESTION	 28

Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The crash rate in Garfield County seems to fluctuate over the years; in 2008 the rate per 100,000 people was 497.93. This was the highest rate in the past five years. Other years, such as 2012, there were no alcohol-related crashes. Overall the average for the past five years for alcohol-related crashes in Garfield County is 195.95. Compared to the State of Montana, this is significantly higher; the State average for the past five years is 119.96. Based on the rate of the crashes, it appears that the problem is slightly bigger in Garfield County than the state as a whole.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

NOTE: *Garfield County has not participated in the Montana Prevention Needs Assessment (PNA) since 2008, and then only 35 students in 10th and 12th grades completed the surveys. Thus, none of the results were derived from any of Garfield County students, but the 16th Judicial District; although local youth likely share similarities with those from the district. Much of the data in this workbook will be anecdotal.*

Students from Judicial District 17 reported a higher percentage (14.2%) than the state as whole (9.3%) when asked about driving a vehicle when they had been drinking. It appears that this District has a larger problem with underage drinking and driving than that of the state.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Comparatively speaking, the District rates for students who rode in a vehicle driven by someone who had been drinking are similar to the State: 24.3% versus 25.3% respectively. It is also important to note that these rates have decreased by a large amount in the past five years. In 2008, rates for the District were 40.5%, compared to 33.1% for the State. Over time, this shows a 16% reduction in the percentage of students riding in a vehicle by someone who had been drinking. Using these rates, the problem for the District and the state is similar.

Local conversations also indicate that it is common for students to ride in a vehicle driven by someone who has been drinking. Often time youth will select the least intoxicated to drive.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

The impact has a direct impact on the safety of these minors. While there have not been any alcohol-related fatalities for a number of years, in nearby McCone County, four teenagers did die as a result of an alcohol-related crash three years ago. Many thought that might "wake up" Garfield County youth and their parents, as these small communities are friendly with each other and most people know one another. However many of the youth think they are invincible when it comes to drinking and driving, and it happens often without negative consequences

Community interviews indicated that the students are very isolated, with little else to do, and a lot of peer pressure to engage in these behaviors. Youth will pile into vehicles and drive the back roads to drink. Law enforcement has been known to occasionally give the kids a break and drive them home – only to minimize the consequences surrounding drinking and driving.

Overall, the problem is slightly worse in Garfield County than across the state as enforcement efforts are fewer; the back roads that the youth frequent are narrow and often times gravel; and there truly are few options for the youth to engage in socially. There is a lot of peer pressure in small communities and the desire to fit in often trumps common sense when it comes to riding in a vehicle with a driver that has been drinking.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008, underage binge drinking rates were higher for this Judicial District (42.7%) compared to the rest of the State (24.5%). However, in the past five years while the State rate has not decreased drastically (21.2%), the District's has (21.8%). While the current rates are very similar, over time it appears that this District's overall rate is decreasing at a much quicker pace than that of the State. Currently, the problem seems to be the same in the District as it does in the state.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data on adult binge drinking is limited. The most recent data is the 2010 Behavior Risk Factor Surveillance System (BRFSS). This report indicated the adult binge drinking rate for this region is 16.5%, compared to the state rate of 17%. Based on that, the problems appear to be similar to the State. However, local anecdotal information revealed that most adults interviewed did not understand the definition of binge drinking, and felt that it was normal to consume 5 or more drinks during a single occasion.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Underage drinking for this District appears to have decreased over the past four years from 40.7% in 2008 to 34.2% in 2012, and was slightly lower than that of the state in 2012 (35.1%). Garfield County's underage drinking problem is most likely similar to slightly higher than across the state based on local interviews that reinforced the cultural norms surrounding underage drinking for this community, and the differences the youth have compared to others in this Judicial District.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Prescription drug abuse data suggest that the problem is significantly higher for this Judicial District than across the state (7.6% versus 3.5% respectively); however, results for the social availability surveys indicated not much of a problem (if any) has been noted for this community. Most did not even know what prescription drug abuse was. The problem related to this issue is most likely smaller in this District than across the state.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Underage and adult binge drinking rates are higher than the state rate; yet 30-day underage use of alcohol and prescription drug abuse appear to be slightly higher or on par with the state. 30day use had decreased since 2008; however the rates that remain still impose a serious impact in this District. Underage binge drinking is especially of concern as prior generations from this community have continued that behavior into adulthood. Peer pressure is noted as the main cause of underage binge drinking in Garfield County. Many learned at a young age to consume large quantities of alcohol, and carry that behavior throughout their lifetime. The biggest difference between Garfield County and across the state is the lack of different peer groups to identify with.

Prescription Drug Abuse data indicates local rates are double the State rate; yet they have not witnessed or been able to document the rare usage. It is an area to be closely monitor and addressed as needed.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall it appears that perception of parental disapproval is lower in our Judicial District (78%) than the State average (81.8%). The rates have fluctuated by less than 4 percentage points since 2008. This is supported by information gathered in local interviews. Many parental attitudes are supportive of underage drinking –some parents supply alcohol and letting their kids drink at home to protect them from drinking and driving.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall it appears that perception of peer disapproval is lower in this Judicial District (61.7%) than the State average (66.7%). The rates have fluctuated by less than 5 percentage points since 2008. This is supported by information gathered in local interviews. It appears that the problem is slightly worse in this District, as the peer rate of disapproval is lower.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall, the percentage of Judicial District 16 students who believe it is wrong to drink alcohol is increasing; from 59.5% in 2008 to 63.4% in 2012. However, the District's problems related to perceptions of alcohol use, risk of harm and perception of their neighbor's disapproval of them drinking is bigger than across the State, whose 2012 rate for students who believed it was wrong to drink alcohol was 71.6%.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Family communication about the dangers of alcohol and drug use, for this Judicial District, has fluctuated from 2008 through 2012. At this time, the rate for the District was 79.8%, which is a significant 18.8 percentage points higher than the State's rate of 61%. Local informants still believe that there are not enough conversations on this subject between parents and their children. Or, that the conversations are not discouraging the use of alcohol. They do believe there is less support, locally, for the use of drugs. Therefore the problem in this District is smaller than the state surrounding family communication around alcohol use.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

District 16 students do not see and/or understand how alcohol contributes to financial, legal or emotional problems as much as their peers across the State, as their rate is only 2%, compared with the State's 8.9%. The rates are significantly lower for this District and local information supports that those rates are probably close to reality. Again, there seems to be a "disconnect" between alcohol consumption and the problems that often accompany alcohol use/abuse. The problem is larger in this District than the state.

Final Risk Factors Question

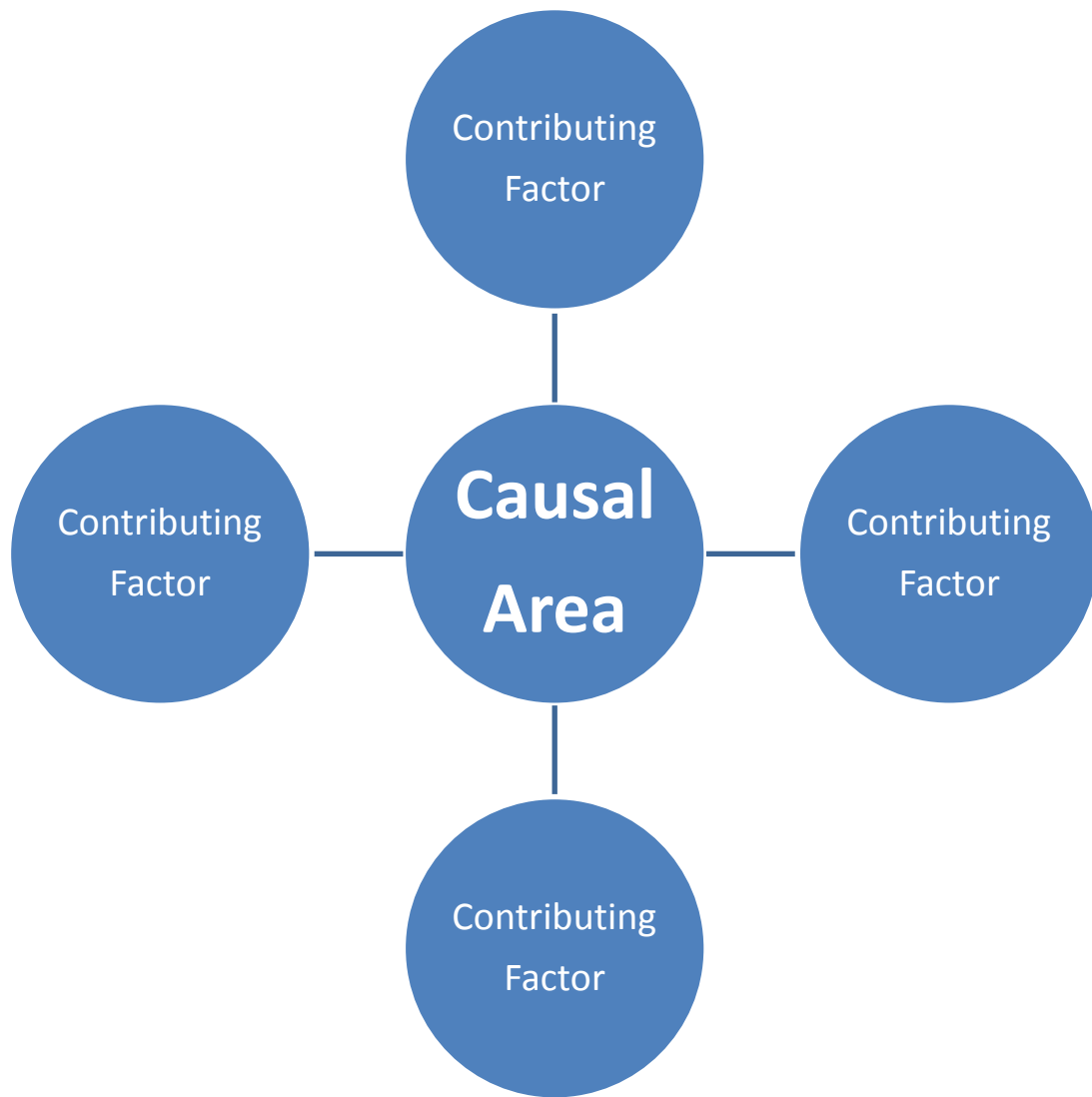
QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Overall, Garfield County appears to have much larger problems associated with alcohol consumption, including a poor understanding related to the risks of harm; their parent, peers and neighbors perception of its use, and the potential consequences and costs associated with alcohol use. It appears that the lack of positive role modeling (or the abundance of poor role-modeling), has influenced Garfield County student ideals, perceptions and thoughts as to "what is normal".

Youth in Garfield County do not perceive alcohol consumption as dangerous, as many of the adults do not see the harm or risks. Youth have been attending community events with family members and neighbors since they were young. The behaviors that result from being over-served, whether self-served or by a professional, they have seen adults abusing alcohol by binge drinking and drinking and driving, which is the cultural norm they grew up with.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on local data, does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Compliance checks were not conducted in Garfield County between 2008 and 2012.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Binge drinking, drinking and driving, and youth access to alcohol can all result in the absence of compliance checks. They affect these things due to less Law Enforcement presence. If community members know that Law Enforcement is not completing compliance checks, they may be more liekly to drink in excess, or drink and drive home.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in local data. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

There are only two liquor licenses in the County, and a grocery store that sells alcohol. One alcohol server training resulted in five clerks from the grocery store receiving certifications of completion between 2008 and 2012. Without anyone trained from the alcohol server industry, binge drinking, over-serving, youth access to alcohol and drinking and driving can continue to be a problem if servers are unaware of the laws and do not understand the liabilities surrounding those behaviors. They also may not possess the skills to refuse service to and underage youth or intoxicated person.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Again, without anyone trained from the alcohol server industry, binge drinking, over-serving, youth access to alcohol and drinking and driving can continue to be a problem if servers, sellers and owners are unaware of the laws and do not understand the liabilities surrounding those behaviors. With no accountability for these actions, there are no deterrents for community members to keep from drinking and driving or binge drinking.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

The liquor license per 100,000 population rate is lower in Garfield County (158.60) than the state average (231.85); however, that is not the only variable that influences alcohol consumption. Local retail availability problems that might contribute to binge drinking and drinking and driving and their consequences include lack of alcohol server trainings and compliance checks. The server trainings include a lot of detail, not only on identifying intoxicated patrons and on the laws and the responsibilities they have as servers in the State of Montana. It places servers at a disadvantage, when not properly trained, customers at risk, and ultimately community members who may be sharing the roads with these drunk drivers.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

X8

Major impact

9

10

Retail availability was ranked high, as two of the strategies that are known to work have an effect on binge drinking and drinking and driving have not been offered or sufficiently offered in Garfield County.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on local data, discuss the impact the conviction rate may be having on your community.

Actual conviction rates are difficult to determine as many cases are referred to Miles City, and the local Judge did not know how to retrieve that information. The only data available to collect were “filings”, but not the percent of convictions, dismissals, or those that were pled down. With 2 known Minor in Possession (MIP) citations, 2 known Driving Under the Influence (DUI) tickets and no known conviction rates, the impact would be steep if none were convicted. The low number of citations given in this county could also contribute to the problem, as community members see no consequences for binge drinking or drinking and driving.

QUESTION 23

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

There was one single filing for “controlled substance/possession” in 2012. Again, no knowledge is known on the outcome of this case.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Law enforcement efforts are very limited due to the fact there is only one officer, the Sheriff, one highway patrol officer and a large territory to cover. To help alcohol-related problems, Garfield County will be sending a deputy to Helena to learn how to operate the intoxilyzer. They would like to do more, but a shortage of resources, local support and tolerance of these behaviors present real obstacles. They do collect unused prescriptions at the Sheriff's Office, but on an

infrequent basis. MIP's often are left in the court process for up to 6 months, which depletes the effectiveness of those charges acting as a deterrent for local youth.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Local law enforcement is interested in prescription take-back programs, which would be helpful to the area. They could also look to surrounding agencies to assist in coordinating compliance checks, walk-throughs at alcohol establishments to monitor for over service, and to work with community members on considering an open container law.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on local data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

There are no local ordinances related to alcohol.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Again, an open container law would remove some of the public role-modeling of binge drinking on the streets. When asked if any ordinances would be helpful, law enforcement reported it would be doubtful unless the criminal justice system and the community supported it. It appears that law enforcement feels helpless in some of their alcohol policing efforts, as the community will not be supporting of their actions.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Law enforcement is understaffed and under-supported by the community when it comes to this issue. While a few charges have been filed, it is unclear what the outcomes are to local law enforcement and the judge. If that is the case, one can only assume that the community members are just as unaware of any convictions as well. That can lead to the perception that "there are no real consequences" and these offenses are not a priority. Also, there is the perception that the laws are not being enforced consistently and that too many were able to be pled down. The local perception is that trials cost money that the county does not have.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	X8	9	10	

The weakness of the criminal justice system can contribute to binge drinking and drinking and driving. For all purposes, it appears that the consequences are minimal at best. A person may be cited, but it is unclear as to the final disposition of those citations. In defense of the local criminal justice system, they are servants of the public and the public's will. For true change to occur, the community must demand a higher priority for this issue. Sadly, many smaller communities do not make that demand until a tragedy that affects them directly has occurred.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Table 35 and 36 are for this Judicial District, and truly not reflective of Garfield County. Local students and informants stated that the percentage of students who felt they would be caught by the police (23.6%) is slightly lower than across the State (26.2%); yet they would probably be caught by their parents and the consequences varied from one household to another. This was much higher, at a rate of 55.4% for the District, and 52.1% for the State. Therefore, the problem is very similar in this District compared to the state.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Social availability is the largest problem seen for underage drinking in Garfield County. Alcohol is readily available at most social events, and according to some respondents, due to the lack of Law Enforcement holding people accountable, is seen as acceptable for underage youth to drink at these events. It is the culture in this county that kids “earn a beer” with their hard work on the family ranches or farms, and underage drinking is a rite of passage. Most of the people interviewed in Garfield County mentioned, either in their Social Availability Survey or their interview that a lot of parents provide their underage children with alcohol.

Many felt that parents did little to discourage the youth from drinking as many participated in the behavior at the same age. Several also talked about the rural cultural norm of allowing, or looking the other way, when youth were offered alcohol, along with adults, after a hard day’s work.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8

Major impact

9X

10

The cultural norm and acceptability of minors consuming alcohol, lack of understanding the definition of binge drinking, and the normalization of drinking and driving are all part of the social availability problem.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

With no billboards, just a few small bar advertising signs in Jordan, and no alcohol advertising in the Jordan Tribune, the majority of alcohol promotion are inside bars (which youth frequent), special community events, social media and television.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The magnitude of alcohol advertising in Garfield County is nominal and no causal affects (other than youth allowed in the bars) could be quantified.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There are not any advertisements or articles.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

The only concern that arises from promotion of alcohol, would be sponsorship of community events. This can lead to binge drinking at these events, and when people have to drive home from the event, drinking and driving. In small communities, the alcohol retailers are often the hub of activity, as many of them serve food, and are major sponsors at special events.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3X	4	5	6	7	8	9	10	

Promotion ranked as a "3" simply because 20% of the buildings in Jordan have small alcohol advertising signs, signage inside the bars where underage youth are allowed, and alcohol sponsorship at special events.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

There appears to be a disparity between the consequences imposed for student athletes as opposed to other school activities such as Future Farmers of America (FFA). Also they may want to consider a self-reporting policy, as there are little opportunities for behavior reform within the current policy. While it can be difficult to maintain an aura of secrecy in small communities, the use of drug dogs in other communities has been proven to be a great deterrent from bringing alcohol and drugs to school. Similar to that, the schools would be better served to obtain a Breathalyzer alcohol tester for school dances, as opposed to just threatening to use a Breathalyzer. Also, policies need to be consistently enforced and be reviewed on an annual basis for appropriateness and to address shifting trends and behaviors. And finally, there are many good, free, alcohol, tobacco and other drug prevention programs and curriculums available that cross over many disciplines, that would better serve the student body than a video before prom and a few lessons in Health Education that currently take place.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4X	5	6	7	8	9	10	

While the school policies could be improved, it appears that school policies do not have a large impact on binge drinking and its consequences.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

There are little concerns as Garfield County does not have a pharmacy and the Medical Center only stocks a small supply of prescriptions so patients can get by until a prescription can be filled out of county. Not all Garfield County medical providers use the Montana Prescription Drug Registry (MPDR) faithfully. There were not any concerns about prescription drug abuse; community members felt that alcohol was the largest problem and accounted for several emergency room visits.

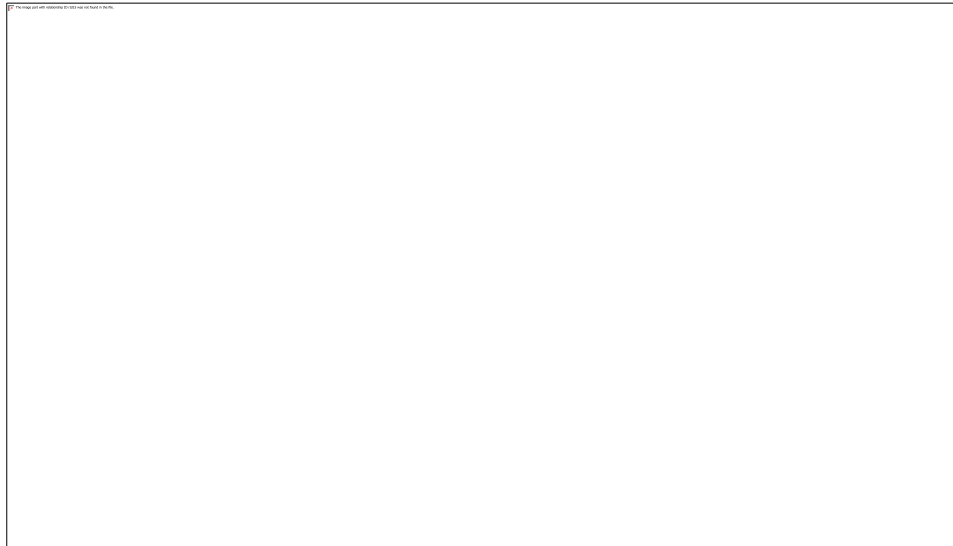
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3X	4	5	6	7	8	9	10	

It appears that there are no local concerns surrounding prescription drug abuse; but that said – a proactive response to a growing nationwide concern would be preferable to a reactionary response after problems arose. Consistent use of the Montana Prescription Drug Registry and implementing a system to separately code alcohol and drug incidents at the local medical center will provide vital information to monitor trend data.

Prioritization



Task Three:
Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
8	2	Retail Availability
8	3	Criminal Justice
9	1	Social Availability
6	4	Promotion
4	5	School Policies
3	6	Medical Field

QUESTION 42

Provide the rationale for your rankings of the causal factors.

#1: Social availability is ranked as the highest priority for Garfield County based on the acceptability of alcohol during local public and private gatherings. Very few gatherings (rodeo, ropings, brandings, weddings, etc.) occur without the inclusion of alcohol. At many of these gathering minors are offered alcohol, along with adults, as an appreciation for their contribution to their work. The acceptance and tolerance of binge drinking and drinking and driving following these activities contributes to the problem. Several informants talked about the cultural norms that need to change – but also of the resistance to change by the majority of the community’s members. They have described the problem as “this is the way it has always been”, although others talked about how much worse it was years ago.

#2: Retail Availability ranked second, as more work could be done with local retailers to better ensure that employees are properly trained through an alcohol server training, and that the public knows they have been trained. There were several that expressed concern about the youth being de-sensitized to drinking by frequenting the local taverns.

#3: Criminal Justice ranked third, as there is a definitive lack of resources, manpower and hard dollars to implement prevention or intervention strategies and to be able to prosecute cases when those cited plead “not guilty”. And once again, criminal justice responds to the priorities established by the public they serve.

#4: Promotion is ranked fourth, as is much less of a problem than some of the other causal factors, with the limited signage and advertising in the community. However, promotion of special events usually surrounds most community events.

#5: School Policies are ranked as such, due to the inconsistently in enforcing the school policy on alcohol and drug use. There is some accountability for self-reporting use, but is not effectively enforced across the board; there is a disparity in enforcing the school policy, depending on which activity the student is involved in.

#6: Medical field is ranked rather low, as there seems to be a smaller problem with prescription drug abuse than alcohol. However, during the information gathering process, it was found that many in the community did not understand what constituted illegal prescription drug abuse.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Similar to other surrounding counties, more work needs to be done with parents, retailers and law enforcement to identify strategies to discourage of-age peers from providing for those underage; and to work with the public on developing other strategies to discourage youth access to alcohol during special events (public and private). More attempts can be made to reach and provide training for alcohol servers to insure that all employees are current with their certifications.

Due to shortage of resources available for law enforcement and prosecutors, it is unclear what can be done in that situation. It will take consistent conviction of these crimes in order for binge drinking and drinking and driving behaviors to change. Work will continue with law enforcement and the prosecutor's office in hopes of obtaining funding and/or new strategies that will assist in addressing this pressing issue.

While prescription drug abuse is not yet of high concern, it was obvious that public education is important if it is to be kept from growing. Not many knew that sharing prescription was illegal drug use. There is some suspected prescription drug abuse in the community, however an amount is not currently known. Working with local law enforcement to initiate a drug-take back program and to educate providers about the importance of tracking prescription drug use and abuse would be very beneficial to the community.